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## For Immediate Release

### **New Music Interview Show *Estudio Billboard* Makes October Debut on V-me**

*Tunes and Chat from the Hottest Latin Chart-Toppers*

**NEW YORK, September 27, 2007** – V-me takes viewers inside the creative process with ***Estudio Billboard***, a special music and interview series developed in collaboration with Billboard Magazine and hosted by **Leila Cobo**, the ultimate Latin music insider.

Produced in Miami and recorded in high-definition before an intimate live audience, V-me's original production crosses all musical genres. The biggest Latin artists –from current chart-toppers to musical legends– each spend a fascinating hour revealing new insights into their lives, careers, musical influences and much more. And with guitars and piano nearby, they are always ready to make a point and express themselves with their music. The weekly primetime series includes special on-air vignettes plus web features to bring music fans closer to their favorite artists.

***Estudio Billboard*** will debut on October 16th at 10:00pm (ET) repeating at 1:00 am and Sundays at 8:00pm.

“Bringing a program like ***Estudio Billboard*** into the U.S. Spanish TV environment reinforces V-me’s promise to deliver unique productions to viewers hungry for innovative quality television,” said Guillermo Sierra, chief content officer and SVP, V-me.

Leila Cobo, executive director for Latin Content and Programming at Billboard, is regularly interviewed and consulted by national and international media as a leading expert on Latin music in the U.S. She also programs the Billboard Latin Music Conference, the world's largest gathering of Latin Music professionals, as well as the newly-launched Billboard Regional Mexican Summit.

“***Estudio Billboard*** is THE definitive program for truly creative artists. There’s no other space in Spanish language TV that really showcases the stories, personalities and the art of the most important musicians in the Latin scene. ***Estudio Billboard*** is a new format created by Latin music artists and experts and we’re very proud to bring their creativity to audiences everywhere,” said Cobo.

V-me is presented locally by public TV stations in many cities as a digital broadcast and on basic cable; and nationally on DISH Network Ch 9414 and DISHLatino Ch 846. Check your local listings for more information.

#### **About V-me**

V-me is a new national network, partnered with public TV, which engages America's Latino families in Spanish with a lively mix of original and exclusive programs including: kids, lifestyle, nature, science, history, current affairs, music, arts, and nightly movies. The 24-hour network, with broadcast and digital carriage reaching one-third of all U.S. Hispanic TV households, is America's largest Spanish digital channel and the fastest out-of-the-box sponsor-supported network in U.S. Hispanic media history. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit [www.VmeTV.com](http://www.VmeTV.com)

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